

What is claimed is:

1 1. A method, comprising:  
2 sending over a network from a server computer to a client  
3 computer, information indicative of an image to be displayed  
4 on said client computer, said sending comprising first sending  
5 a first, reduced resolution version of said information and  
6 second sending a second, improved resolution version  
7 representing three-dimensional information;

8 first displaying, on said client computer, said first  
9 information;

10 loading said second information over said network while  
11 said first information is being displayed; and

12 after said second information is loaded, second  
13 displaying said second information.

1 2. A method as in claim 1, wherein said second  
2 displaying said second information replaces a display of said  
3 first information.

1 3. A method as in claim 1, wherein said first  
2 information is a two-dimensional image, and said second  
3 information is a three-dimensional image.

1 4. A method as in claim 1, wherein said first

2 information is a progressively renderable image.

3 5. A method as in claim 1, wherein said information is  
4 information indicative of an image of a product being  
5 displayed.

1 6. A method as in claim 1, wherein said first image is  
2 a two-dimensional image, and said first displaying includes  
3 first displaying a lower resolution version of said two-  
4 dimensional image, and subsequently increasing a resolution of  
5 the two-dimensional image using additional information.

1 7. A method as in claim 6, wherein begins said loading  
2 of said second information after said lower resolution version  
3 is displayed.

1 8. A method as in claim 5, wherein said second image  
2 has sufficient resolution to enable reading all labels on a  
3 product represented by the image, from all angles.

1 9. A method as in claim 8, further comprising enabling  
2 said three-dimensional image represented by said second  
3 information to be rotated in any desired direction.

1 10. A method as in claim 5, wherein each view of the  
2 three-dimensional image has sufficient size and resolution to

3 allow labels on the product to be read.

1 11. A method as in claim 5, wherein the second, three-  
2 dimensional image has graded resolution, wherein one part of  
3 the second information has a first resolution, and another  
4 part of the second information has a second resolution.

1 12. A method as in claim 11, wherein said another part  
2 is a higher resolution, used for reading labels on the  
3 product.

1 13. A method as in claim 11, wherein labels on the  
2 product are formed of text information.

1 14. A method as in claim 1, wherein said second  
2 information is a complete three-dimensional rendering.

1 15. A method as in claim 1, wherein said second  
2 information is a reduced data set three-dimensional rendering  
3 formed of a plurality of discrete images from different views.

1 16. A method as in claim 15, wherein said views include  
2 front, back, top, bottom, left and right.

1 17. A method as in claim 15, wherein said second  
2 displaying second information comprises first displaying a

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3 default discrete image, and while said default two-dimensional  
4 image is displayed, loading other discrete images in the  
5 background.

1 18. A method as in claim 5, wherein said product is a  
2 bottle.

1 19. A method as in claim 1, wherein said product is a  
2 book.

1 20. A method as in claim 1, wherein said image is an  
2 image of an entertainment media.

1 21. A method of selling goods over a remote information  
2 server, comprising:

3 displaying, on a terminal of the remote information  
4 server, a simulated three-dimensional representation of a good  
5 to be sold;

6 controlling a direction of viewing the good from multiple  
7 different directions, at least one of said directions  
8 including readable information, and wherein said displaying  
9 operates with sufficient resolution to enable reading the  
10 information from the good.

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1 22. A method as in claim 21 wherein said simulated

2 three-dimensional representation is a complete three-  
3 dimensional representation which can be moved continuously.

1 23. A method as in claim 21 wherein said simulated  
2 three-dimensional representation includes a plurality of  
3 different discrete representations.

1 24. A method as in claim 21 wherein said image of the  
2 good includes a first resolution portion including textural  
3 information thereon at a first resolution suitable for  
4 reading, and a second portion having information thereon at a  
5 different resolution.

1 25. A method as in claim 21 further comprising  
2 displaying the information on the remote information server by  
3 first displaying a low resolution version while loading the  
4 higher resolution version in the background.

1 26. A method as in claim 21 wherein said remote  
2 information server is the Internet.

1 27. A method as in claim 21 where in said good is a book  
2 and further comprising controls enabling reading at least a  
3 cover and specified pages of said book.

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1 28. A method, comprising:  
2 obtaining an product to sell;  
3 obtaining electronic packaging information associated  
4 with said product to sell, along with said product; and  
5 displaying said object over a remote information server,  
6 or displaying said electronic packaging information associated  
7 with said product.

1 29. A method as in claim 28, wherein said remote  
2 information server is the Internet.

1 30. A method as in claim 29, wherein said electronic  
2 packaging information includes at least a shape of the overall  
3 package for the product.

1 31. A method as in claim 29, wherein said electronic  
2 packaging includes at least readable labels for the product.

1 32. A method as in claim 31, wherein said product is a  
2 product which is sold in a bottle.

1 33. A method as in claim 31, wherein said product is  
2 entertainment media, and said labels includes liner notes from  
3 the entertainment media.

1 34. A method as in claim 31, wherein said product is a

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1            35.    A method comprising:

4 responsive to said request, sending first information  
5 about said product to said client, said first information

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8      causing said client to display first image;
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12 subsequently displaying said three-dimensional view.

2 subsequently allowing a user at the client to view the product  
3 from different perspectives.

1        37. A method as in claim 36, wherein the product is an  
2 product that comes in a bottle.

1        38. A method as in claim 36, wherein the product is a  
2 book.

1           40. A method, comprising:

6        sending said graded resolution representation over a  
7 network to a client; and

8 displaying said graded resolution image at said client  
9 site.

1        42. A method as in claim 41, wherein said label has a  
2        higher resolution.

1        44. A method as in claim 40, wherein said network is the  
2 Internet.



1 45. A method as in claim 44, wherein labels are formed  
2 with a higher resolution than at least one other part of the  
3 image.

1 46. A method as in claim 40, wherein the object  
2 representation is formed of different zones, each having a  
3 different kind of information.

1 47. A method as in claim 46, wherein information on a  
2 readable portion of said object is in a format which includes  
3 text, and a look of the text.

1 48. A method as in claim 40, further comprising enabling  
2 the object to be rotated on the client.

1 49. A method as in claim 48, wherein said representation  
2 includes both two-dimensional and three-dimensional  
3 information.

1 50. A method, comprising:  
2 obtaining information including an image of both a  
3 product, and an outer packaging that is separate from the  
4 product;  
5 sending said information from a server of a network to a  
6 client of the network; and  
7 at the client of the network, allowing the user to view

8 said outer packaging, and also to virtually remove said outer  
9 packaging to view said product.

1 51. A method as in claim 50, wherein said outer  
2 packaging is a three-dimensional representation of a box  
3 covering the product, and said inner packaging is the product  
4 itself.

1 52. A method as in claim 51, further comprising  
2 virtually opening the box.

1 53. A method as in claim 51, further comprising  
2 displaying a control enabling opening the box to reveal the  
3 product inside.

1 54. A method as in claim 50, wherein said information is  
2 three-dimensional image information comprising a three-  
3 dimensional view of the product and the box.

1 55. A method as in claim 50, wherein said product  
2 information comprises a plurality of discrete two-dimensional  
3 views collectively forming a simulated three-dimensional view.

1 56. A method as in claim 55, wherein a current view is  
2 loaded at a first time, and other views are loaded at a second  
3 time.

1 57. A method as in claim 56, wherein said second time is  
2 in the background while the current view is being displayed.

1 58. A method as in claim 56, wherein said second time is  
2 when requested.

1 59. A method as in claim 50, wherein said network is the  
2 Internet.

1 60. A method as in claim 50, further comprising  
2 displaying by first loading a reduced resolution image,  
3 displaying said reduced resolution image, and then loading an  
4 increased resolution image.

1 61. A method as in claim 60, wherein said reduced  
2 resolution image is a two-dimensional representation, and said  
3 increased resolution image is a three-dimensional image.

1 62. A method of displaying a simulated three-dimensional  
2 image, comprising:

3 first, obtaining a simulated three-dimensional  
4 representation of an object, which represents the object from  
5 multiple points of view, each of said multiple points of view  
6 being a discrete representation of the object;

7 sending a first of said discrete images over a network to  
8 a client of the network, and displaying said discrete image on

9 said client of the network;  
10 detecting a request for a different view on a client of  
11 the network; and  
12 displaying said different view.

1 63. A method as in claim 62, further comprising loading  
2 other discrete views in the background, while the first view  
3 is being displayed.

1 64. A method as in claim 62, further comprising loading  
2 an additional view when requested.

1 65. A method as in claim 62, wherein each of said views  
2 comprise compressed image versions.

1 66. A method as in claim 62, wherein there are n images  
2 representing different views from different discrete angles,  
3 further comprising loading a default image first, displaying  
4 said default image, and, after the default image is loaded,  
5 loading the other n-1 images in the background.

1 67. A method as in claim 66, further comprising  
2 displaying, on the client, a rotation requesting key.

1 68. A method as in claim 67, further comprising:  
2 detecting a request for rotation;

3 determining a different image which would be seen based  
4 on the requested rotation; and  
5 displaying said different image responsive to the  
6 request.

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1 69. A method as in claim 62, wherein the representation  
2 is product packaging.

1 70. A method as in claim 69, wherein the network is the  
2 internet.

1 71. A method as in claim 69, wherein the product is a  
2 book.

1 72. A method as in claim 69, wherein the product is a  
2 product in a bottle.

1 73. A method as in claim 62, further comprising  
2 determining different parts of the packaging, storing an image  
3 of the first part of the packaging using a first compression  
4 technique and storing an image of a second part of the  
5 packaging using a second compression technique.

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74. A method comprising:  
2 obtaining a plurality of images representing information  
3 about contents of a book, at least some of said images

4 including readable information;  
5 detecting a request for specific book information from a  
6 client, over a network;  
7 determining a previous number of requests from said  
8 client about said book; and  
9 sending said information to said client.

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1 75. A method as in claim 74, further comprising  
2 determining if said number of requests is greater than a  
3 predetermined number, and sending said information only if  
4 said number is not greater than said predetermined number.

1 76. A method as in claim 74, wherein said information  
2 comprises images of a jacket of the book, and images of text  
3 on the jacket of the book.

1 77. A method as in claim 76, wherein said information  
2 further comprises information about pages of the book.

1 78. A method as in claim 74, wherein said information on  
2 pages of the book includes text information.

1 79. A method as in claim 74, wherein one of said images  
2 comprises multiple zones of information including a first zone  
3 of decorative information and a second zone of readable

4 information, said first and second zones being stored in  
5 different ways.

1 80. A method as in claim 79, wherein said second zone of  
2 readable information is stored as text.

1 81. A method as in claim 79, wherein said first zone of  
2 decorative information is stored as a compressed image.

1 82. A method as in claim 75, wherein said network is the  
2 internet.

1 83. A method, comprising:

2 in a server of a network, storing a plurality of images  
3 representing pages of a book, said images stored with a  
4 resolution effective to enable said book to be read; and

5 responsive to a request over the network, sending one of  
6 said images to a remote node.

1 84. A method as in claim 83, wherein said network is the  
2 internet.

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1 85. A method as in claim 84, further comprising  
2 determining if the request for pages exceeds a certain  
3 threshold, and sending said information only if said threshold  
4 is not exceeded.

1 86. A method as in claim 85, wherein said images are  
2 classified according to whether they count towards said  
3 threshold, and incrementing a counter when an image that  
4 counts towards said threshold is requested.

1 87. A method as in claim 85 wherein said determining  
2 comprises storing information indicative of an amount of  
3 reading into a computer file.

1 88. A method as in claim 87 wherein said computer file  
2 is a cookie.

1 89. A method as in claim 87 wherein said computer file  
2 is persistent.

1 90. A method as in claim 87 wherein said computer file  
2 expires after a predetermined time.

1 91. A method comprising:  
2 receiving, at a client of a network, information about  
3 which of a specified plurality of images to be displayed, each  
4 of specified plurality of images showing textual information  
5 and at least a plurality of said images showing non-textual  
6 information, said textual information representative of  
7 contents of an entertainment media; and  
8 displaying said images responsive to said requests.

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1 92. A method as in claim 91 wherein said information  
2 media is a book.

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1 93. A method as in claim 91 wherein one of said images  
2 includes liner notes.

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1 94. A method as in claim 91 wherein said specified  
2 images include a front, a back cover, a spine, and liner  
3 notes.

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1 95. A method as in claim 94 wherein said images do not  
2 include an image of a top edge of the book and an image of a  
3 bottom edge of the book.

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1 96. A method as in claim 92 further comprising  
2 displaying a screen tip, indicating what the reaction will be  
3 to a specified operation.

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1 97. A method as in claim 92 further comprising  
2 commanding an opening of the book to see an inside of the  
3 book.

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1 98. A method as in claim 91 wherein each of said images

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2 use a graded resolution, which provides readable resolution  
3 for readable parts and a different resolution for non-readable  
4 parts.

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1 99. A method as in claim 91 wherein said readable parts  
2 are in a text format and said different parts are in an image  
3 format.

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1 100. A method as in claim 91 further comprising  
2 displaying keys which enable moving a position of viewing.

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1 101. A method as in claim 100 wherein said keys change  
2 meaning depending on their position.

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1 102. A method as in claim 91 further comprising detecting  
2 a number of pages that have been read, and limiting use to  
3 said number of pages.

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1 103. A method as in claim 102 further comprising  
2 detecting a type of page which is being requested, and  
3 limiting use of only a specified type page.

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1 104. A method as in claim 91 wherein said network is the  
2 Internet.

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1 105. A method of reading a book over the Internet,

2 comprising:

3 requesting a page of a book on a client of the Internet;

4 determining, in a server of the Internet, if more than a

5 specified number of pages of said book have been requested by

6 a specified user; and

7 sending said page only if the specified number of pages

8 does not exceed a threshold.

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1 106. A method as in claim 105 wherein the specified pages

2 are specified types of pages, and wherein non-specified types

3 of pages are sent without said limit.

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1 107. A method as in claim 105 further comprising allowing

2 the user to read beyond the specified number of pages after

3 paying a fee.

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1 108. An apparatus comprising:

2 a client computer, connected to a network, said client

3 computer operating to display a first image indicative of a

4 reduced resolution version of an image to be displayed, and a

5 second image indicative of an increased resolution version of

6 information to be displayed, said second image comprising

7 three-dimensional information, and

8 a process, running in said client computer, which first  
9 displays said first information, and second loads said second  
10 information while said first information is being loaded.

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1 109. An apparatus as in claim 108 further comprising a  
2 network server which stores said images.

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1 110. An apparatus as in claim 109 wherein said network  
2 server stores a reduced quality three-dimensional image and an  
3 increased quality three-dimensional image.

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1 111. A method of manufacturing and selling products  
2 comprising:

3 at a manufacturer, designing packaging material to use  
4 for housing said product;

5 housing said product using said packaging material;

6 also forming an electronic version of said packaging  
7 material; and

8 selling said product to a distributor along with both  
9 said non-electronic and said electronic packaging material.

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1 112. A method as in claim 111 wherein said selling  
2 comprises displaying said product for sale over the Internet

3 using said electronic packaging material.

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1 113. A method as in claim 24 wherein said second  
2 resolution is a lower resolution than said first resolution.

1 114. A method as in claim 51, further comprising enabling  
2 viewing the box from a plurality of different angles.

1 115. A method as in claim 91 wherein said information  
2 media includes video or audio-containing information.

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